

MARKET FACTS

On Your Catholic Family Market Served By Your Courier Journal That Are

WORTH A SECOND LOOK!

LAST WEEK'S ABC PAID CIRCULATION **29,383**— Courier Journal Advertising Sells

NO JET PROPULSION! BUT GETTING UP THERE, DEFINITELY!

Here's The Story of 5 Years' Growth In The COURIER JOURNAL ABC Paid Subscribers!

TOTAL NET PAID	17,702 Families
DEC. 31, 1943	23,485
DEC. 31, 1944	25,533
DEC. 31, 1946	25,903
JUNE 30, 1947	26,751
JUNE 30, 1948	26,951

IT'S DONE BY THE BEST MERCHANTS... POINTING!

Put Your Money On A Stravigne To Win The Big New Dermishawn!

52% INCREASE!

Courier Journal ADVERTISING SELLS!

THRU THE MEDIUM THAT GETS THERE FASTEST WITH THE MOSTEST!

COURIER JOURNAL ADVERTISING SELLS 27,423 ABC FAMILIES EVERY WEEK

Market of Over \$10,000,000

SINCE 1943 OVER 4000 **TEEN AGE STUDENTS** OF ROCHESTER CATHOLIC SCHOOLS **Have Become Home-Making Buyers!**

OVER 60% OF THEM ARE COURIER-JOURNAL SUBSCRIBERS

Courier Journal ADVERTISING SELLS TO OVER 27,487 FAMILIES WEEKLY!

FOR THE COMPLETE STORY Phone BAKER 6210

\$45,000,000.00 MARKET ANNUALLY!

FOR FAMILY NEEDS

COURIER JOURNAL ADVERTISING SELLS!

Call BAKER 6210 For the Complete Story

COURIER JOURNAL ADVERTISING SELLS!

The Home Market Worth \$5 Million Annually!

THAT'S DOUBLE TALK BUT THIS IS A FACT

The Courier Journal is the ONLY Weekly Newspaper in Rochester With Membership In The Audit Bureau Of Circulations

29,274 PAID SUBSCRIBER FAMILIES

Courier Journal ADVERTISING SELLS! BAKER 6210

With Over **50%** Of All School Children In The Rochester Area Coming From Catholic Families

YOUR BEST FAMILY MARKET TO SELL THEM

FOOD SHOES CLOTHES SUPPLIES FURNISHINGS APPLIANCES AUTOMOBILES HOMES

IS BY USING THEIR OWN Courier-Journal 27,485 PAID SUBSCRIBERS

Representing Over 80% Of All Catholic Families In The Rochester Diocese!

37c OF EVERY DOLLAR EARNED Is Spent For FOODS

27,426 Paid SUBSCRIBER, COURIER JOURNAL FAMILIES WILL SPEND THIS WEEK \$723,134.00 ON THEIR FOOD BILL

Your Brand? Courier Journal Advertising SELLS!

U. S. Department of Agriculture

IN NEWSPAPER ADVERTISING OR FUR COATS!

The Quality of The Market You Reach Is a Key Factor to Success in Merchandising!

In The Courier Journal We Cannot Bring You All The Catholic Families But... We Guarantee

27,400 OF THE BETTER FAMILIES SOME OF WHOM ARE AMONG YOUR BEST CUSTOMERS!

USE The Courier-Journal REGULARLY

MEMBER AUDIT BUREAU OF CIRCULATION

During 1948 **53%** OF ALL THE MARRIAGE LICENSES ISSUED IN ROCHESTER DURING 1948 WERE ISSUED FOR CATHOLIC WEDDINGS!

SELL

These New Home Makers Through Their Courier Journal Over 60% Of All Catholic Families In The Diocese Are Paid Subscribers

COURIER JOURNAL ADVERTISING SELLS Families

MARRIAGE LICENSES ISSUED IN ROCHESTER CITY OF ROCHESTER

CHANCERY OFFICE, 89 CHESTNUT ST. 1948 Total Marriages Issued — 4,118 1948 Total Catholic Marriages — 2,182

DEMAND TOP DOLLAR VALUE For Your Advertising Money

DON'T LET IT SLIP THRU YOUR FINGERS IN PLACES IT DOESN'T BRING A PROFIT!

PHONE COURIER JOURNAL BAKER 6210

And Let Us Give You The Story On What We Are Doing, Freely, For Hundreds of Advertisers

OR IF YOU PREFER WE'LL GIVE YOU THEIR NAMES AND YOU CAN GET THE STORY FROM THEM!

COURIER JOURNAL ADVERTISING GIVES TOP DOLLAR VALUE

STEADY DOE IT!

Courier Journal Contract Advertisers	1944-1946	1947-1948
1944-1946	1947-1948	1948-1949
1948-1949	1949-1950	1950-1951
1950-1951	1951-1952	1952-1953

WHY? COURIER JOURNAL ADVERTISING SELLS!

SINCE 1943

The Paid Circulation of the Courier Journal has increased over 50%.

Only Weekly Newspaper in Rochester With Membership In The Audit Bureau Of Circulation

COURIER JOURNAL ADVERTISING SELLS! 27,479 PAID SUBSCRIBERS

OK ON IT!

SINCE 1943

When the Courier Journal joined ABC Our Regular Contract Advertisers Have Increased 50%

ROCHESTER